

Radware's Authorized Reseller for Greater China, Mongolia, CIS Region, Cambodia, Lao and Myanmar
ICI – Network Expertise Helps You Succeed

Radware Key Features compared with pure-cloud anti-DDoS vendors like Cloudflare or Akamai

- **Advanced Threat Detection:** Emphasize Radware's **zero-day protection** capabilities using behavioral analysis to identify even unknown attacks. This can be crucial for staying ahead of evolving threats.
- **Multi-layered Protection:** Point out Radware's **comprehensive approach** that protects against various DDoS attack types, including DNS, Layer 7 (application), and volumetric attacks.
- **Flexible Deployment Options:** Unlike some competitors, Radware offers a wider range of deployment options. You can choose from cloud-based, on-premises appliances, or even hybrid solutions for a customized fit.
- **Zero-Decryption Protection:** For customers concerned about encrypted attacks, highlight Radware's ability to mitigate them without decrypting traffic, preserving data privacy.

Some things that Radware can typically do that Cloudflare might not:

- **DDoS Mitigation for Complex Attacks:** Radware offers more sophisticated techniques to handle large-scale, multi-vector DDoS attacks, including application-layer and encrypted attacks.
- **Customization and Integration:** Radware solutions can be deeply customized to integrate seamlessly with your existing security infrastructure.
- **Dedicated Security Expertise:** Radware often provides dedicated security professionals for ongoing support and threat analysis, which might not be available with Cloudflare's basic plans.

While Akamai and Cloudflare offer DDoS protection, their focus might be broader (CDN services). This can be a good fit for some customers, but for those needing a more specialized, robust Anti-DDoS solution, Radware excels.

Pricing may also be a differentiator. Cloudflare has a free tier with basic DDoS protection, but for advanced features, there might be additional costs. Research current pricing structures to position Radware's value.

Radware's Overall Value Proposition

Radware provides **highly customizable and scalable solutions, advanced threat detection with zero-day protection, multi-layered DDoS protection including encrypted attacks, on-premises and hybrid deployment options for complex infrastructure.**

Radware is the solution for organizations requiring best-in-class, customizable Anti-DDoS protection with advanced threat detection and flexible deployment options, especially finance institutes, government and other data-sensitive large organizations. More than 80% of the world's top banks and Fortune 500 companies are Radware's customers.

Choosing the Right Solution:

- **For smaller businesses or basic needs,** Cloudflare's affordability and ease of use make it a compelling option.
- **For larger enterprises with complex security requirements,** Radware's advanced features, performance and customization capabilities will be worth the higher cost.